



ECONOMIC DEVELOPMENT COMMITTEE

February 12, 2024

The Economic Development Committee of the City of Mesa met in the lower level meeting room of the Council Chambers, 57 East 1st Street, on February 12, 2024 at 9:30 a.m.

COMMITTEE PRESENT

Scott Somers, Chairperson
Alicia Goforth
Julie Spilsbury

COMMITTEE ABSENT

None

STAFF PRESENT

Jaye O'Donnell
Holly Moseley
Kelly Whittemore

Chairperson Somers conducted a roll call.

1. Items from citizens present.

There were no items from citizens present.

2-a. Hear a presentation, discuss, and receive an update on Mesa's retail attraction strategy:

Deputy Economic Development Director Maria Laughner introduced Economic Development Project Manager Elyce Gobat; Caroline Harrelson, consultant with The Retail Coach; and displayed a PowerPoint presentation. **(See Attachment 1)**

Ms. Harrelson provided an overview of The Retail Coach, a national company that focuses on retail economic development mainly through retail recruitment to communities, as well as strategic planning for communities to attract retail. She mentioned the names of the members of her core project team who are also working on the Mesa project. (See Page 2 of Attachment 1)

Ms. Gobat summarized the strategy and goals to attract high quality retailers and developers for business. She indicated the scope of work for the Request for Proposal (RFP), which included hiring the consultants on November 15, 2023. (See Pages 3 and 4 of Attachment 1)

Ms. Harrelson reviewed the project timeline and the purpose of the retail analysis, which is to gain a better understanding of the retail market in Mesa and its competitor communities. She compared Mesa to competing communities to determine the type of retailers for Mesa. (See Pages 5 through 7 of Attachment 1)

Ms. Harrelson provided a map of the targeted submarkets where the retail analysis will begin and recognized the opportunity and need for retail throughout the City of Mesa (COM). (See Page 8 of Attachment 1)

Ms. Harrelson described the strategy of analyzing consumer spending in submarkets and retail areas by using mobile location data. She presented maps depicting the district boundaries and retail trade areas for the Northeast Mesa Study. She used an example of FatCats located in Northeast Mesa to illustrate a cell phone analysis heat map, which determines that while there is some crossover, most consumers are traveling within the immediate area to FatCats. (See Pages 9 through 11 of Attachment 1)

Ms. Harrelson commented that for each of the submarkets, a retail market profile was conducted to understand the demographics of consumers. She stated that the retail market profiles are important factors to convey to retailers for recruitment purposes. She discussed the demographic breakdown of different submarkets in Mesa, and stated retail recruitment is approached differently in each submarket based on their demographics. (See Pages 12 and 13 of Attachment 1)

In response to a question from Committeemember Goforth, Ms. Harrelson explained that retail recruitment involves capturing the number and demographics of shoppers but focuses on the advantages of employment or development in Mesa rather than focusing on specific submarkets.

Ms. Harrelson compared the retail demand outlook of various sectors within each submarket of Mesa. She explained a Compound Annual Growth Rate (CAGR) of over 2% in a submarket indicates a high growth rate and identifies a retail demand analysis, as well as retail gaps in each submarket. (See Pages 14 through 16 of Attachment 1)

In response to a question from Committeemember Spilsbury, Ms. Harrelson advised that the plan and competing community analysis will include information on the number of residents who shop outside of Mesa.

Ms. Harrelson reported on the retail market profile of several districts in Mesa that have high growth numbers across the board. She commented that in each of the reports there is high growth and demand for gas stations in several submarkets, recognizing that Council does not want the focus to be on recruiting gas stations. She elaborated that the data is used for the purpose of determining the type of retailer for each submarket. She advised that the Gateway/Power Road District has a higher growth rate of 5%, and the focus will be on finding nicer, elevated restaurants. (See Pages 17 through 22 of Attachment 1)

Ms. Harrelson described how Google maps is utilized to determine the retail needs for certain districts. She expressed the opinion that the Downtown area would benefit from more unique restaurants or boutique type retailers for a small-town feel. (See Page 23 of Attachment 1)

In response to multiple questions from Chairperson Somers, Ms. Harrelson replied that one strategy for recruiting retailers to Downtown Mesa is to research other unique downtown areas and approach their retailers about opportunities in Mesa.

Ms. Harrelson discussed the engagement of various developers, retailers, and stakeholders in order to strategize the recruitment process and explore Mesa's potential. She stressed the

importance of being proactive and identifying retailers who are seeking new locations in the Valley. She emphasized cultivating relationships with existing and new shopping centers and addressing some of the challenges. (See Pages 24 and 25 of Attachment 1)

Ms. Harrelson stated that the plan development and the strategic plan continue to grow daily. She mentioned the recommendations and findings are designed to serve as action items for the COM and the Office of Economic Development to grow the retail market over the next five years. She commented The Retail Coach determines which retailers are best suited for each submarket, and then actively pursues them. She shared some retailers and other brands that she would like to have in Mesa who are expected to grow in the next few years. (See Pages 26 through 28 of Attachment 1)

In response to multiple questions from Chairperson Somers, Ms. Harrelson commented that there is a lot of opportunity for Mesa. She explained that some retailers and restaurants desire second generation space due to financial costs, while some retailers or restaurants are seeking new ground for development opportunities. She indicated it depends on the level of retailer, the location of the submarket area, and the capital of the businesses.

Ms. Harrelson advised that outreach, recruitment, and marketing is ongoing throughout the remainder of their contract. She commented that discussions with retailers are already taking place at conferences, which provide the best opportunity for recruitment. (See Page 29 of Attachment 1)

Discussion ensued on competitive markets, the challenges for Mesa's shopping centers and the recruitment of retailers and developers, and The Retail Coach's strategic plan.

Andrew Cohn, City of Phoenix business owner, expressed his opinion regarding attracting high quality retail businesses to the COM. He shared his experiences within the retail industry.

Chairperson Somers thanked staff and Ms. Harrelson for the presentation.

3. Adjournment.

Without objection, the Economic Development Committee meeting adjourned at 10:55 a.m.

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the meeting of the Economic Development Committee of the City of Mesa, Arizona, held on the 12th day of February 2024. I further certify that the meeting was duly called and held and that a quorum was present.



HOLLY MOSELEY, CITY CLERK



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QUALITY RETAIL ATTRACTION INITIATIVE

UPDATE

MESA, ARIZONA

FEBRUARY 2024

THERETAILCOACH.NET



OUR TEAM

Mesa's dedicated project team brings over 50 years of retail and economic development experience to this project. Your core project team is below.



C. Kelly Cofer, CCIM

Founder & CEO



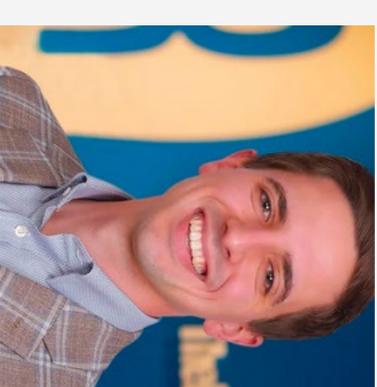
Aaron Farmer

President



Caroline Harrelson

Strategy Director



Kaleb Wilson

Project Manager

The Retail Coach

Office of Economic Development

Elyce Gobat, Project Manager

OBJECTIVE:

- To attract and locate high quality retail/ restaurants, develop retail placemaking strategy and locations, engage developers and retailers for business attraction purposes.

PROJECT GOALS:

- Identify quality retail opportunities specific to Mesa's retail trade areas.
- Identify what actions the City may take to support the attraction of quality retailers.
- Develop a plan for attracting retail/ restaurants, specifically addressing retail end-users, retail brokers, and retail developers



Issued 08/2023

Responses Received
10/2023

Consultant Engaged
11/15/2023

SCOPE OF WORK

TASK 1: RETAIL ANALYSIS

- Competing Community Analysis
- Existing Amenity Analysis
- Retail Trade Area Analysis
- Demographic Profiling
- Retail Demand Analysis

TASK 2: STAKEHOLDER ENGAGEMENT

- Public Stakeholders
- Private Stakeholders
- Why? Research & Feedback

TASK 3: PLAN DEVELOPMENT & RETAIL RECRUITMENT

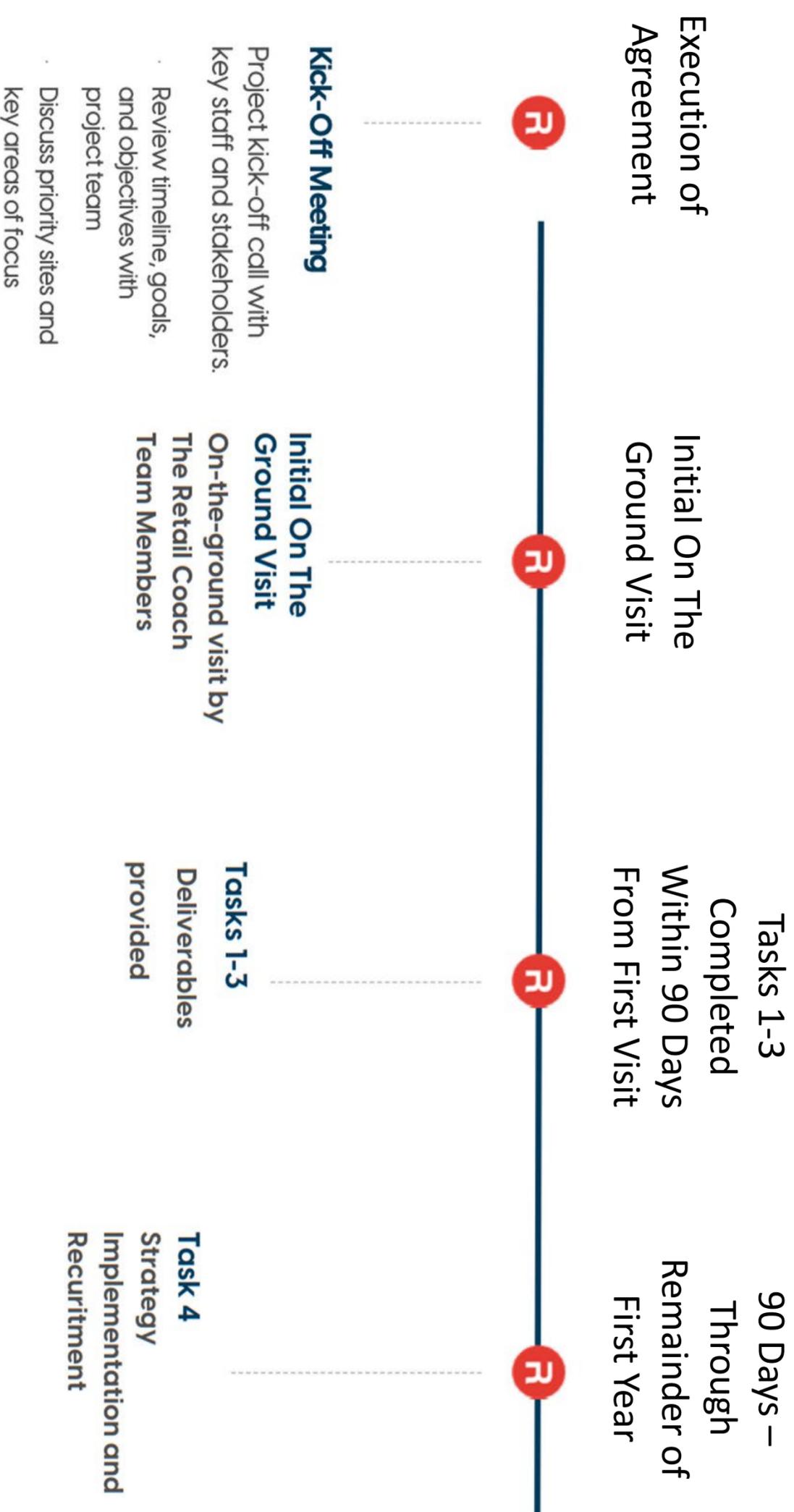
- Plan Development
- Identifying Retailers & Developers for Recruitment
- Marketing & Implementation

TASK 4: MARKETING & ONGOING OUTREACH

- Site Marketing
- Retail Dashboard
- Recruitment of Retailers & Developers
- Retail Conference Representation
- Retail Recruitment Dashboard



Project Timeline

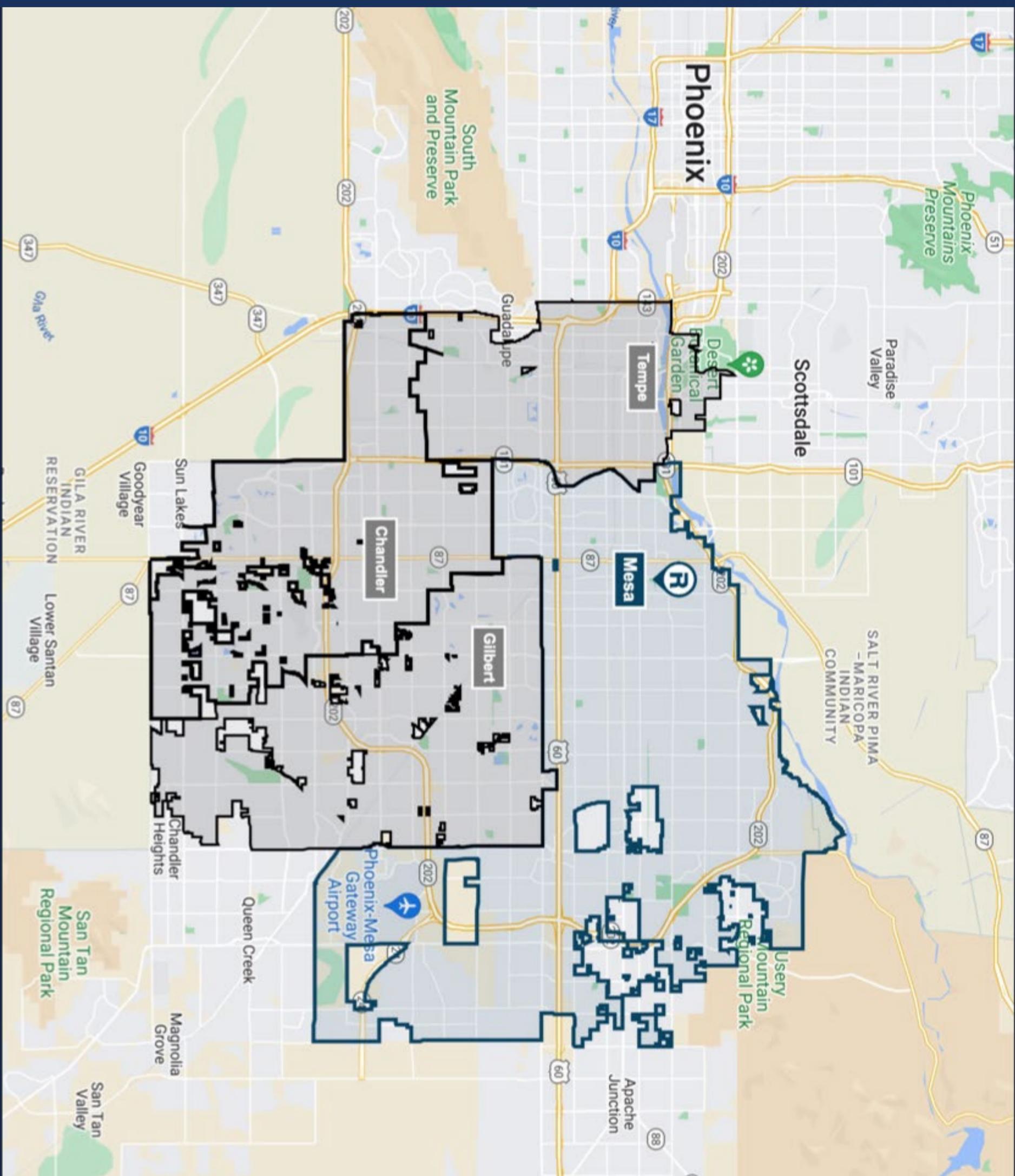


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Task 1: Retail Analysis

Understanding Mesa's Competing Communities

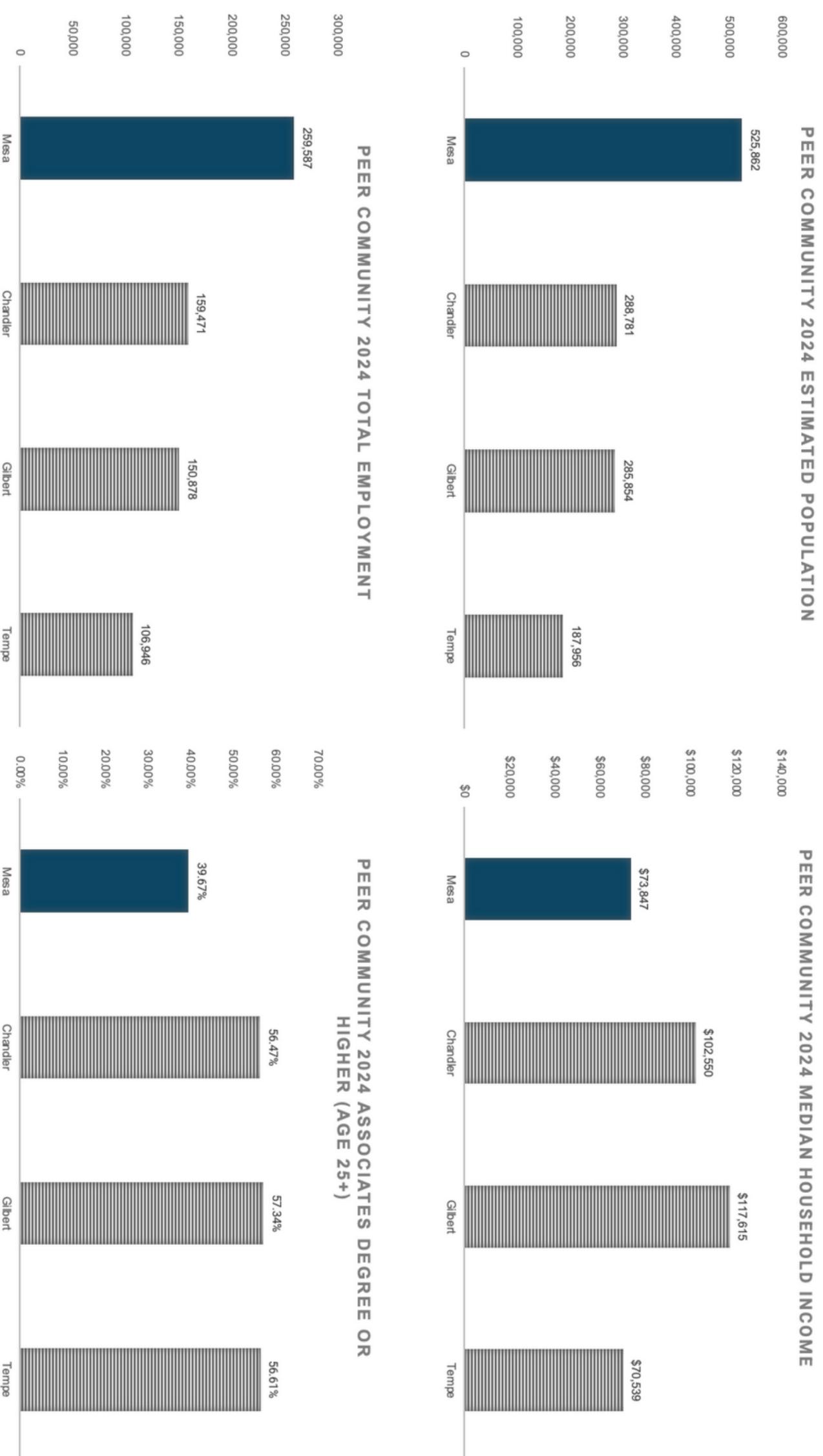
Why? When retailers look at Phoenix MSA for locations and growth, understanding the demographics of Mesa's competing communities and how those numbers drive retail matters.



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Task 1: Retail Analysis

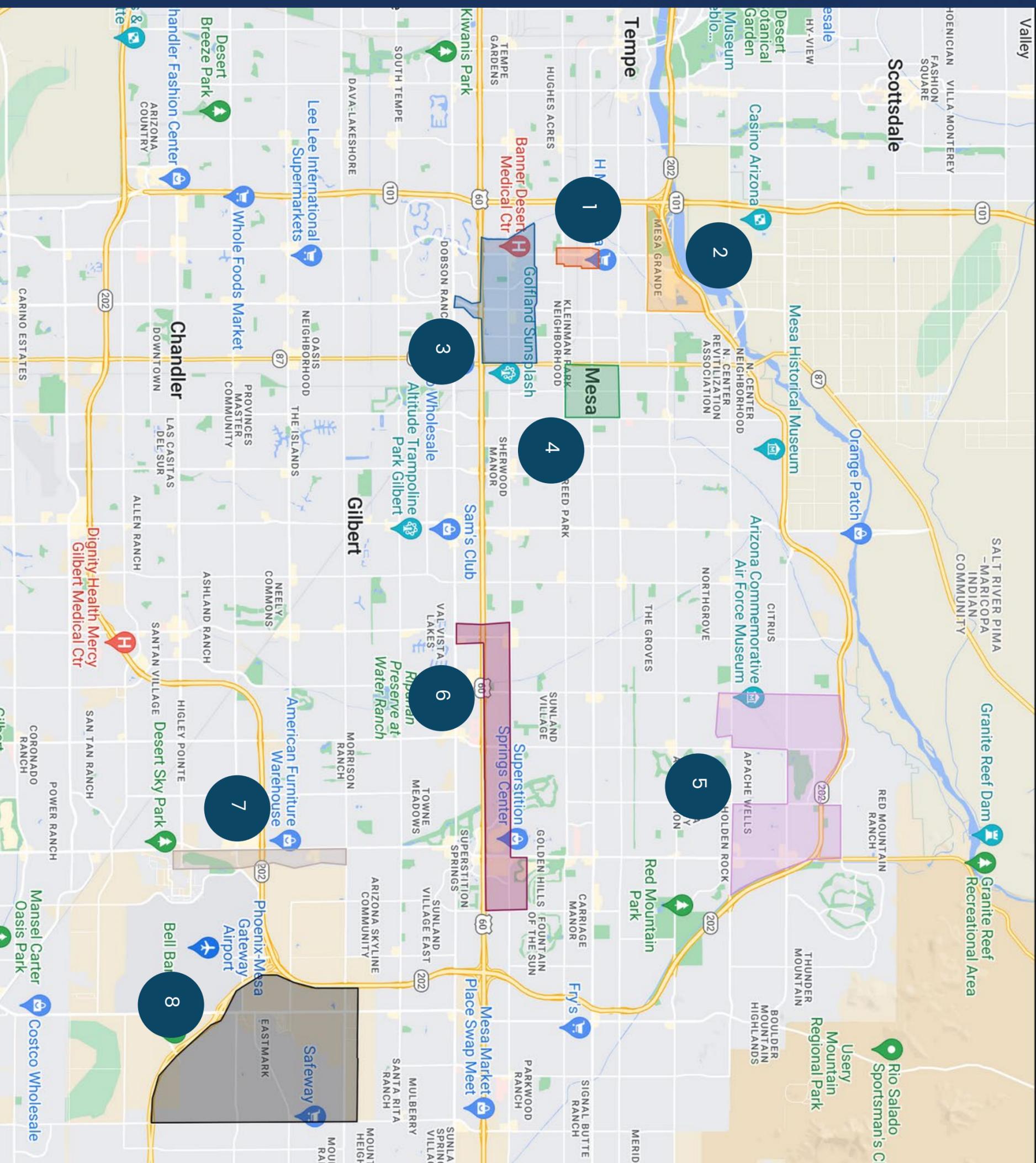
Understanding Mesa's Competing Communities



Task 1: Retail Analysis

Understanding Mesa's Targeted Eight (8) Submarkets for Retail Analysis

1. Asian District
2. Riverview
3. Fiesta
4. Downtown
5. Northeast Mesa
6. Superstition Springs
7. Power Road Corridor
8. Gateway



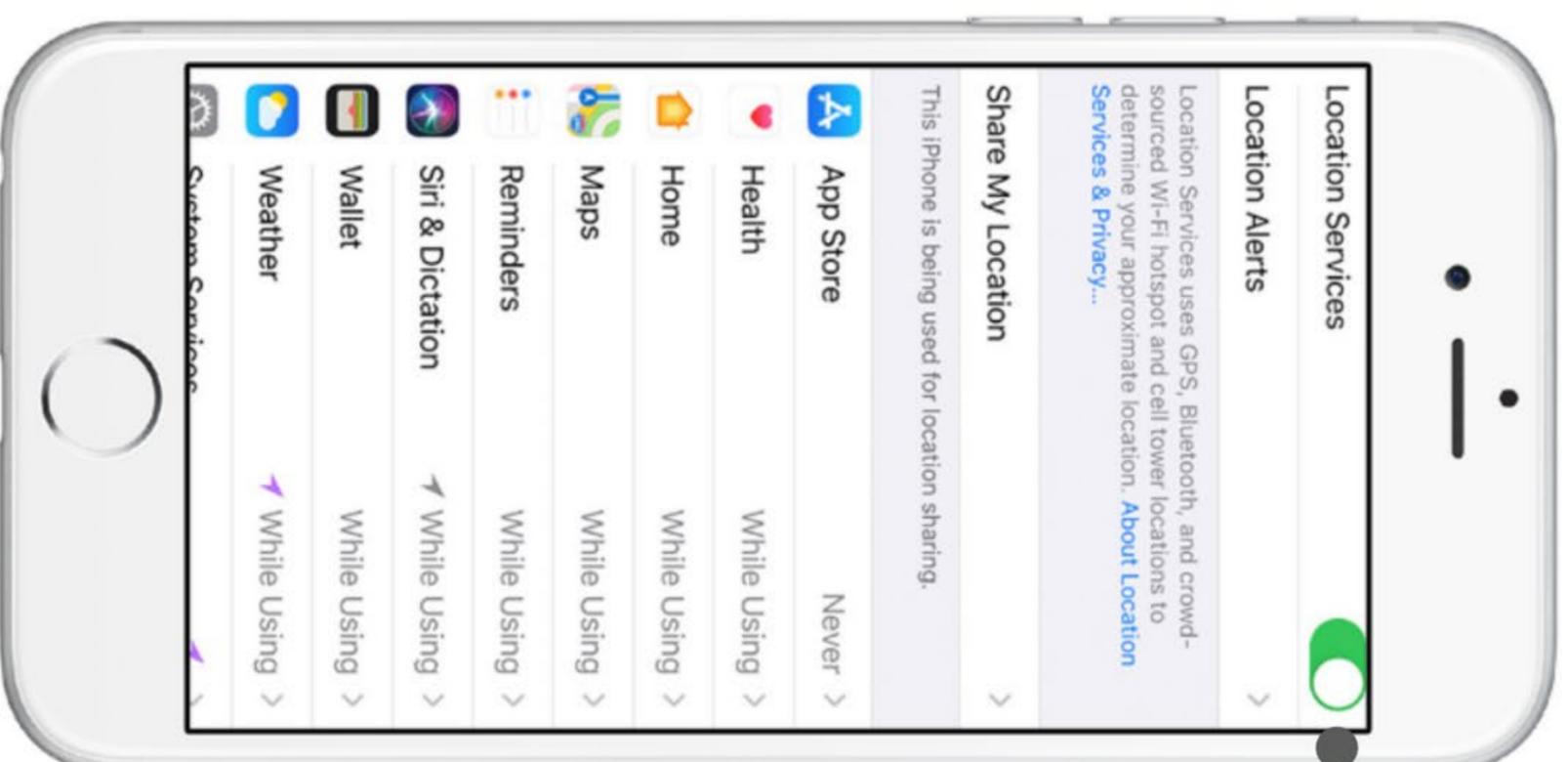
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Task 1: Retail Analysis

Analyzing the Market Using
Mobile Location Data for Retail
Trade Area Mapping

The retail trade area is the foundation of the strategy, and its accuracy is critical.

Mobile Location Data & Retail Trade Area Mapping



Collection of Consumer Mobile Device Data

- High-confidence technology
- Geo-codes telephone calls, emails & texts
- Pinpoints consumer evening locations
- Determines consumer path-to-purchase

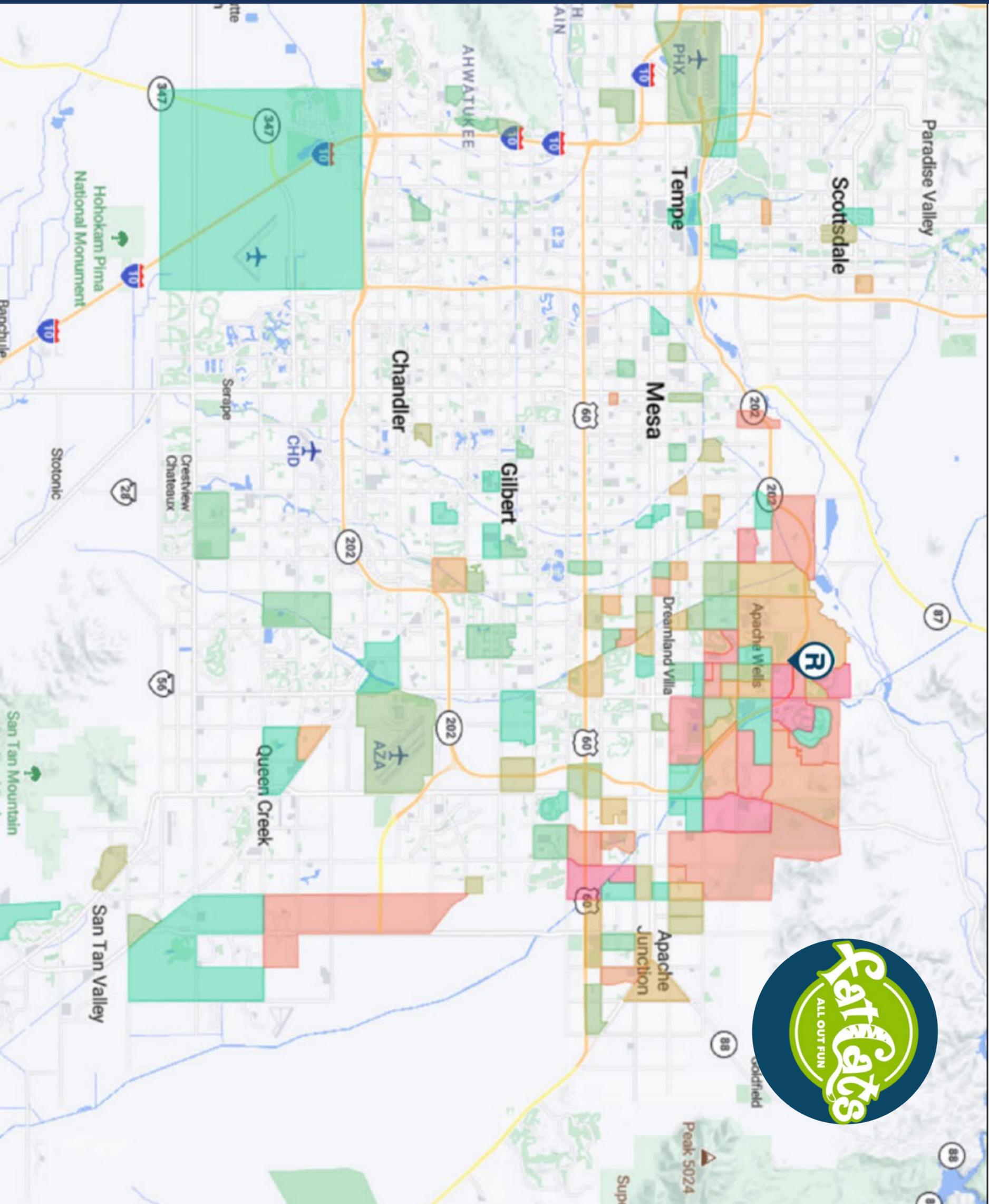
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Task 1: Retail Analysis

Cell Phone Analysis Heatmap

Northeast Mesa Submarket

Fat Cats Study

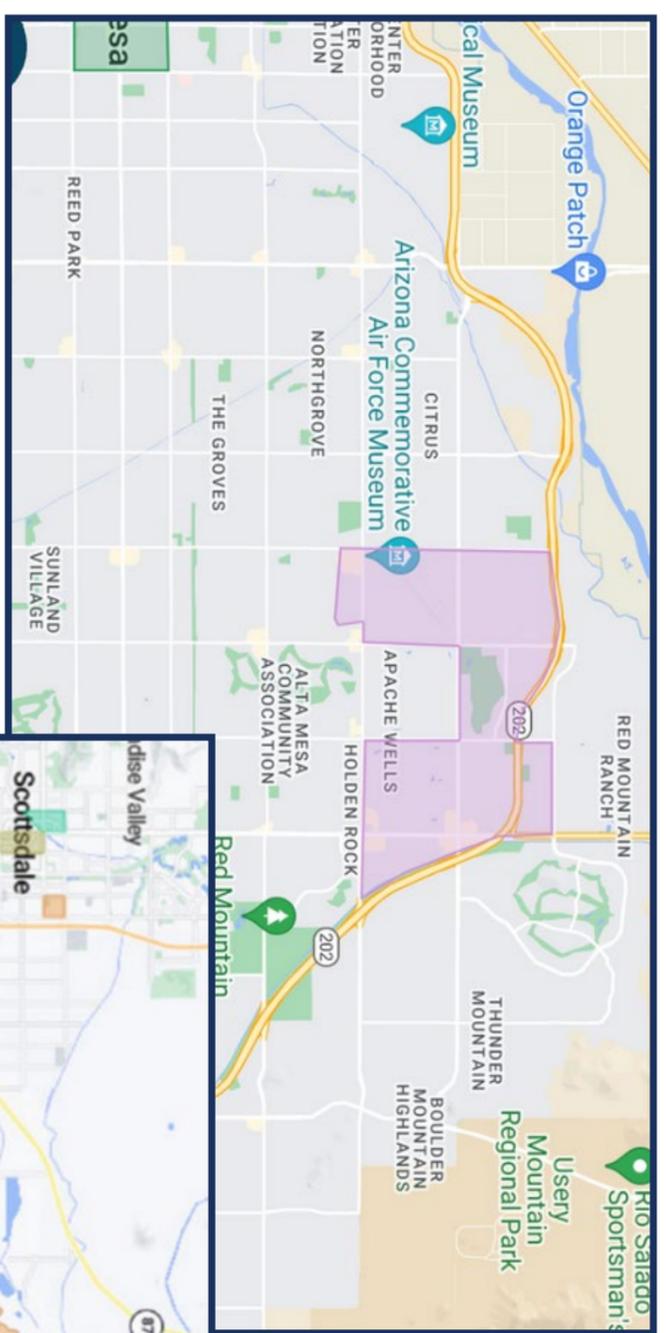


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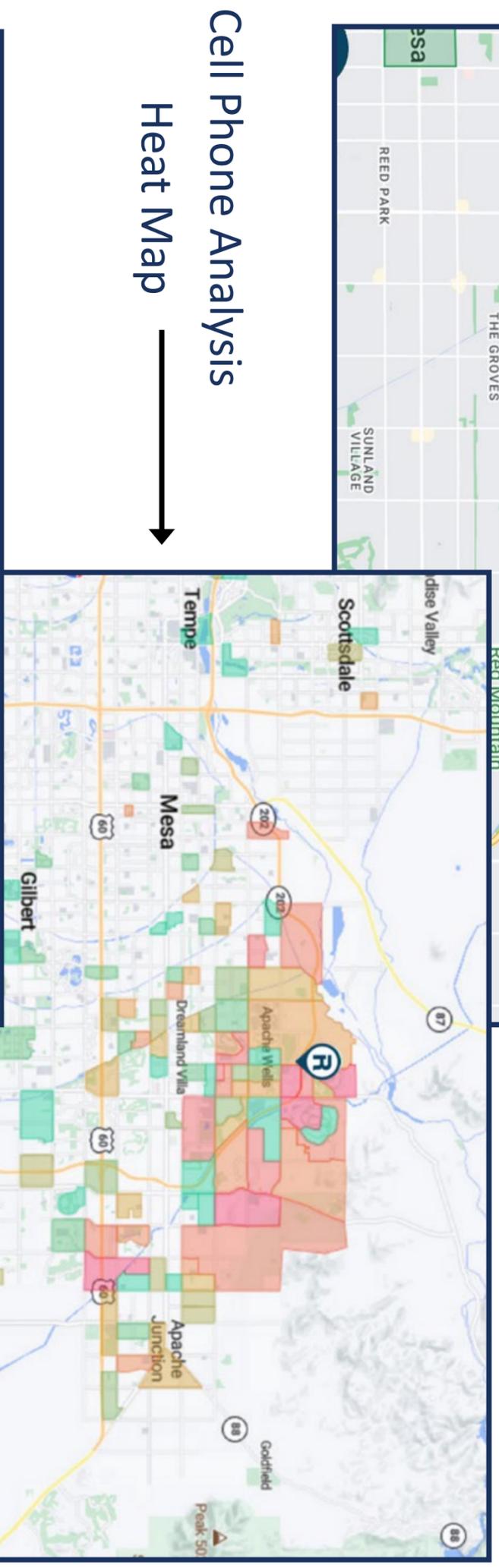
Task 1: Retail Analysis

Mapping a Submarket's Retail
Trade Area:
Northeast Mesa Study

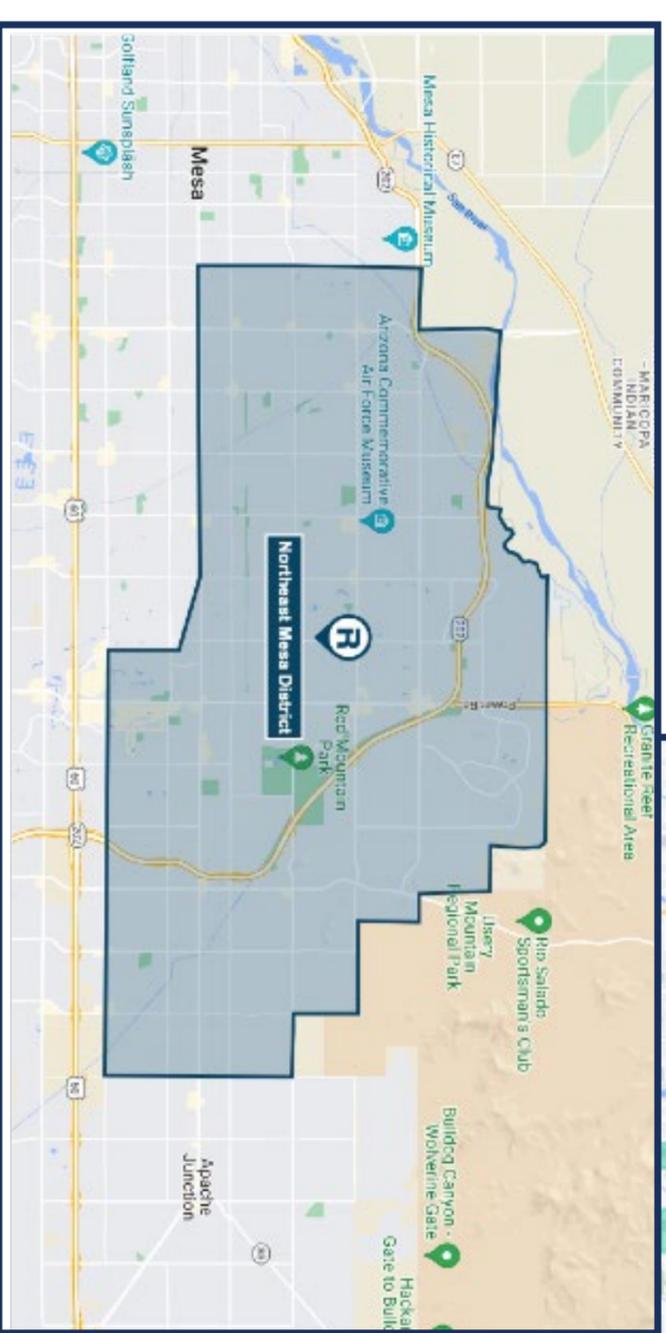
The retail trade area is the foundation of the strategy, and its accuracy is critical.



District Boundary Map



Cell Phone Analysis
Heat Map



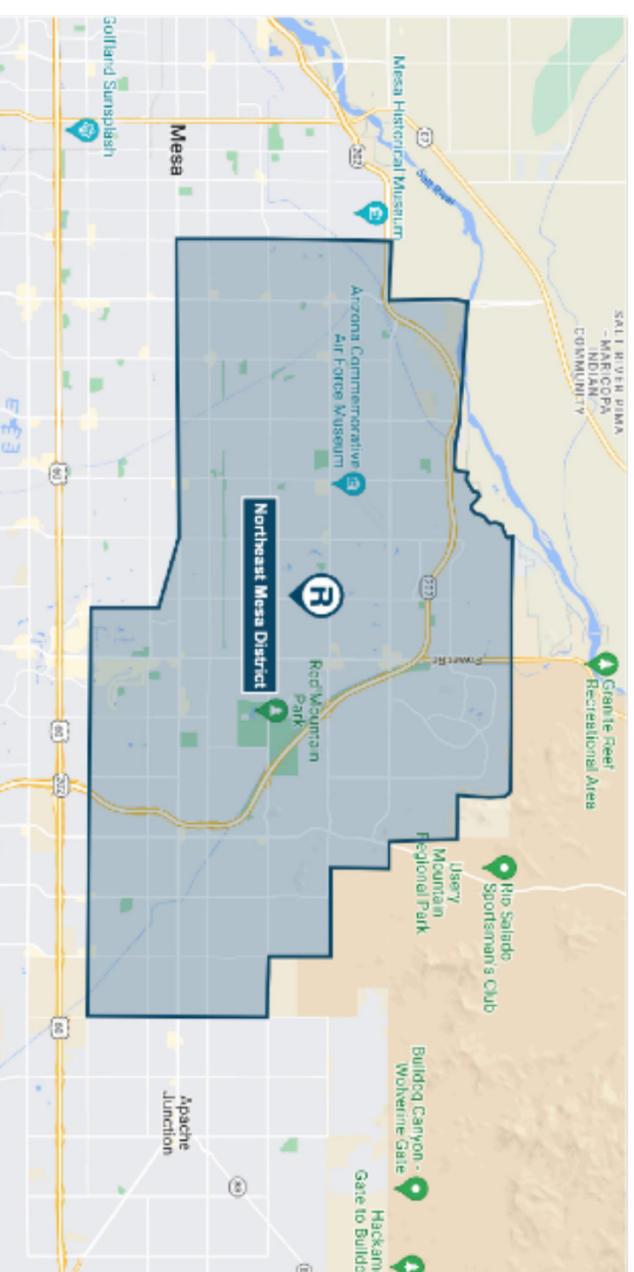
NE Mesa Retail Trade
Area

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Task 1: Retail Analysis

Mapping a Submarket's Retail Trade Area: Northeast Mesa Study

Northeast Mesa District Retail Trade Area • Retail Market Profile Mesa, Arizona



Population	2020	2024	2029
2020	209,704	215,999	220,149
2024			
2029			

Age	0 - 9 Years	10 - 17 Years	18 - 24 Years	25 - 34 Years	35 - 44 Years	45 - 54 Years	55 - 64 Years	65 and Older
0 - 9 Years	10.44%	9.33%	7.99%	10.73%	10.95%	10.88%	13.56%	26.13%
10 - 17 Years								
18 - 24 Years								
25 - 34 Years								
35 - 44 Years								
45 - 54 Years								
55 - 64 Years								
65 and Older								

Educational Attainment (%)	Graduate or Professional Degree	Bachelors Degree	Associate Degree	Some College	High School Graduate (or GED)	Some High School, No Degree	Less than 9th Grade
Graduate or Professional Degree	10.30%	19.98%	9.85%	26.94%	24.96%	5.42%	2.54%
Bachelors Degree							
Associate Degree							
Some College							
High School Graduate (or GED)							
Some High School, No Degree							
Less than 9th Grade							

Race Distribution (%)	White	Black/African American	American Indian/Alaskan	Asian	Native Hawaiian/Islander	Other Race	Two or More Races	Hispanic
White	73.81%	2.83%	1.68%	2.02%	0.29%	8.20%	11.17%	20.67%
Black/African American								
American Indian/Alaskan								
Asian								
Native Hawaiian/Islander								
Other Race								
Two or More Races								
Hispanic								

Income	Average HH	Median HH	Per Capita
Average HH	\$108,177	\$78,063	\$43,485
Median HH			
Per Capita			

The information contained herein was obtained from sources believed to be reliable. However, The Retail Coach, LLC makes no warranties, warranties or representations as to the completeness or accuracy thereof. The presentation of this property is submitted subject to errors, omissions, charges of price or conditions, prior sale or lease or withdrawn without notice.



Elyce Gobat, CECD
 City of Mesa Office of Economic Development
 Project Manager
 120 N Center Street
 Mesa, Arizona 85201
 Phone 480.644.4896
 Elyce.Gobat@MesaAZ.gov
 www.SelectMesa.com

Aaron Farmer
 The Retail Coach, LLC
 President
 Office 662.844.2155
 Cell 662.231.0608
 AFarmer@TheRetailCoach.net
 www.TheRetailCoach.net



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Task 1: Retail Analysis

Retail Trade Area: Demographic Snapshot

Trade Area	2024 Population	Associates Degree or Higher Education (Age 25+)	Median Household Income
Riverview	206,603	55,920 (28.25%)	\$62,675
Fiesta	116,123	28,093 (36.12%)	\$58,742
Downtown	118,384	11,953 (28.26%)	\$54,454
Northeast Mesa	215,999	62,630 (40.13%)	\$78,063
Superstition Springs	465,066	137,879 (41.45%)	\$79,648
Gateway/Power Road	222,068	75,571 (55.03%)	\$114,590

Comparing Mesa's Submarkets

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Task 1: Retail Analysis

Retail Demand Outlook: Studying Compound Annual Growth Rate (CAGR%) of Retail Sectors in Each Submarket

Gateway/Power Road District Retail Trade Area • Retail Demand Outlook Mesa, Arizona

NAICS	DESCRIPTION	2023 DEMAND	2028 DEMAND	GROWTH	CAGR (%)*
44, 45, 722	Total retail trade including food and drinking places	\$2,346,481,451	\$2,997,032,774	\$650,551,323	5.02%
441	Motor vehicle and parts dealers	\$452,915,769	\$600,319,369	\$147,403,600	5.80%
4411	Automobile dealers	\$401,099,999	\$531,791,515	\$130,691,516	5.80%
4412	Other motor vehicle dealers	\$22,915,997	\$33,174,501	\$10,258,504	7.68%
4413	Automotive parts, accessories, and tire stores	\$28,899,772	\$35,353,352	\$6,453,580	4.11%
442	Furniture and home furnishings stores	\$26,440,900	\$35,120,865	\$8,679,965	5.84%
4421	Furniture stores	\$17,149,012	\$23,030,628	\$5,881,616	6.08%
4422	Home furnishings stores	\$9,291,888	\$12,090,238	\$2,798,350	5.41%
443	Electronics and appliance stores	\$38,330,141	\$47,475,138	\$9,144,997	4.37%
443141	Household appliance stores	\$7,554,959	\$9,325,925	\$1,770,967	4.30%
443142	Electronics stores	\$30,775,182	\$38,149,213	\$7,374,031	4.39%
444	Building material and garden equipment and supplies dealers	\$146,047,109	\$186,318,122	\$40,271,014	4.99%
4441	Building material and supplies dealers	\$128,172,372	\$163,427,089	\$35,254,716	4.98%
44411	Home centers	\$71,976,400	\$91,611,599	\$19,635,199	4.94%
44412	Paint and wallpaper stores	\$4,963,622	\$7,717,968	\$2,754,346	9.23%
44413	Hardware stores	\$10,683,219	\$13,534,608	\$2,851,389	4.85%
44419	Other building material dealers	\$40,549,131	\$50,562,914	\$10,013,783	4.51%
4442	Lawn and garden equipment and supplies stores	\$17,874,737	\$22,891,034	\$5,016,297	5.07%
44421	Outdoor power equipment stores	\$3,358,316	\$4,346,871	\$988,555	5.30%
44422	Nursery, garden center, and farm supply stores	\$14,516,421	\$18,544,163	\$4,027,742	5.02%
445	Food and beverage stores	\$359,685,606	\$455,663,733	\$95,978,127	4.84%
4451	Grocery stores	\$325,600,596	\$412,188,823	\$86,588,227	4.83%
44511	Supermarkets and other grocery (except convenience) stores	\$312,294,576	\$395,586,948	\$83,292,372	4.84%
44512	Convenience stores	\$13,306,021	\$16,601,875	\$3,295,855	4.53%
4452	Specialty food stores	\$9,970,548	\$12,644,831	\$2,674,284	4.87%
4453	Beer, wine, and liquor stores	\$24,114,462	\$30,830,079	\$6,715,617	5.04%
446	Health and personal care stores	\$62,048,058	\$78,584,802	\$16,536,744	4.84%
44611	Pharmacies and drug stores	\$46,890,590	\$59,292,558	\$12,401,968	4.81%
44612	Cosmetics, beauty supplies, and perfume stores	\$3,093,930	\$3,919,832	\$825,902	4.85%
44613	Optical goods stores	\$9,450,245	\$12,040,529	\$2,590,284	4.96%
44619	Other health and personal care stores	\$2,613,293	\$3,331,884	\$718,591	4.98%
447	Gasoline stations	\$222,862,940	\$290,693,536	\$67,830,596	5.46%
448	Clothing and clothing accessories stores	\$79,245,329	\$92,575,427	\$13,330,098	3.16%
4481	Clothing stores	\$51,842,317	\$58,871,892	\$7,029,575	2.58%
44811	Men's clothing stores	\$1,552,277	\$1,745,144	\$192,867	2.37%
44812	Women's clothing stores	\$8,347,199	\$9,526,767	\$1,179,568	2.68%
44813	Children's and infants' clothing stores	\$5,341,823	\$5,648,355	\$306,531	1.12%
44814	Family clothing stores	\$30,572,524	\$35,232,476	\$4,659,952	2.88%
44815	Clothing accessories stores	\$2,115,041	\$2,402,760	\$287,718	2.58%
44819	Other clothing stores	\$3,913,453	\$4,316,391	\$402,938	1.98%
4482	Shoe stores	\$12,071,513	\$15,509,581	\$3,438,068	5.14%
4483	Jewelry, luggage, and leather goods stores	\$15,331,499	\$18,193,954	\$2,862,455	3.48%
44831	Jewelry stores	\$10,523,724	\$12,558,971	\$2,035,247	3.60%
44832	Luggage and leather goods stores	\$4,807,775	\$5,634,983	\$827,208	3.23%

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Downtown District Retail Trade Area • Retail Demand Outlook

Mesa, Arizona

Task 1: Retail Analysis

Retail Demand Outlook:
 Studying Compound Annual
 Growth Rate (CAGR%) of Retail
 Sectors in Each Submarket

NAICS	DESCRIPTION	2023 DEMAND	2028 DEMAND	GROWTH	CAGR (%)*
451	Sporting goods, hobby, musical instrument, and book stores	\$20,247,845	\$22,923,439	\$2,675,594	2.51%
4511	Sporting goods, hobby, and musical instrument stores	\$14,785,295	\$16,366,895	\$1,581,600	2.05%
45111	Sporting goods stores	\$9,643,153	\$10,697,401	\$1,054,248	2.10%
45112	Hobby, toy, and game stores	\$3,707,507	\$4,112,631	\$405,124	2.10%
45113	Sewing, needlework, and piece goods stores	\$725,625	\$737,440	\$11,814	0.32%
45114	Musical instrument and supplies stores	\$709,010	\$819,424	\$110,414	2.94%
4512	Book stores and news dealers	\$5,462,550	\$6,556,544	\$1,093,994	3.72%
452	General merchandise stores	\$111,463,981	\$127,129,637	\$15,665,656	2.67%
4522	Department stores	\$10,327,247	\$10,797,923	\$470,676	0.90%
4523	Other general merchandise stores	\$101,136,734	\$116,331,714	\$15,194,980	2.84%
453	Miscellaneous store retailers	\$16,727,425	\$19,391,801	\$2,664,376	3.00%
4531	Florists	\$738,477	\$870,739	\$132,262	3.35%
4532	Office supplies, stationery, and gift stores	\$2,634,803	\$3,028,079	\$393,276	2.82%
45321	Office supplies and stationery stores	\$1,203,165	\$1,403,871	\$200,706	3.13%
45322	Gift, novelty, and souvenir stores	\$1,431,638	\$1,624,208	\$192,570	2.56%
4533	Used merchandise stores	\$2,270,035	\$2,559,148	\$289,113	2.43%
4539	Other miscellaneous store retailers	\$11,084,110	\$12,933,835	\$1,849,725	3.13%
45391	Pet and pet supplies stores	\$4,806,032	\$5,755,280	\$949,249	3.67%
45399	All other miscellaneous store retailers	\$6,278,078	\$7,178,554	\$900,476	2.72%
454	Non-store retailers	\$142,356,258	\$164,922,214	\$22,565,956	2.99%
722	Food services and drinking places	\$111,400,791	\$130,301,563	\$18,900,772	3.18%
7223	Special food services	\$7,569,461	\$8,868,665	\$1,299,205	3.22%
7224	Drinking places (alcoholic beverages)	\$2,614,308	\$3,156,972	\$542,665	3.84%
7225	Restaurants and other eating places	\$101,217,023	\$118,275,925	\$17,058,902	3.16%
722511	Full-service restaurants	\$48,544,708	\$56,882,694	\$8,337,986	3.22%
722513	Limited-service restaurants	\$44,647,735	\$52,047,270	\$7,399,535	3.11%
722514	Cafeterias, grill buffets, and buffets	\$1,138,923	\$1,327,704	\$188,782	3.11%
722515	Snack and nonalcoholic beverage bars	\$6,885,657	\$8,018,257	\$1,132,600	3.09%

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Task 1: Retail Analysis

Demographic & Growth Comparisons By Submarket

Retail Trade Area: Demographic Snapshot				
Trade Area	2024 Population	Associates Degree or Higher Education (Age 25+)	Median Household Income	
Riverview	206,603	55,920 (28.25%)	\$62,675	
Fiesta	116,123	28,093 (36.12%)	\$58,742	
Downtown	118,384	11,953 (28.26%)	\$54,454	
Northeast Mesa	215,999	62,630 (40.13%)	\$78,063	
Superstition Springs	465,066	137,879 (41.45%)	\$79,648	
Gateway/Power Road	222,068	75,571 (55.03%)	\$114,590	

Retail Trade Area: Retail Demand Outlook Snapshot				
Trade Area	2023 DEMAND	2028 DEMAND	GROWTH	
Riverview	\$1,977,913,742	\$2,324,620,732	\$346,706,990	
Fiesta	\$1,085,024,882	\$1,252,601,944	\$167,577,062	
Downtown	\$977,474,298	\$1,128,588,004	\$151,113,706	
Northeast Mesa	\$2,490,601,810	\$2,914,682,581	\$424,080,771	
Superstition Springs	\$5,210,767,627	\$6,179,257,242	\$968,489,615	
Gateway/Power Road	\$2,346,481,451	\$2,997,032,774	\$650,551,323	

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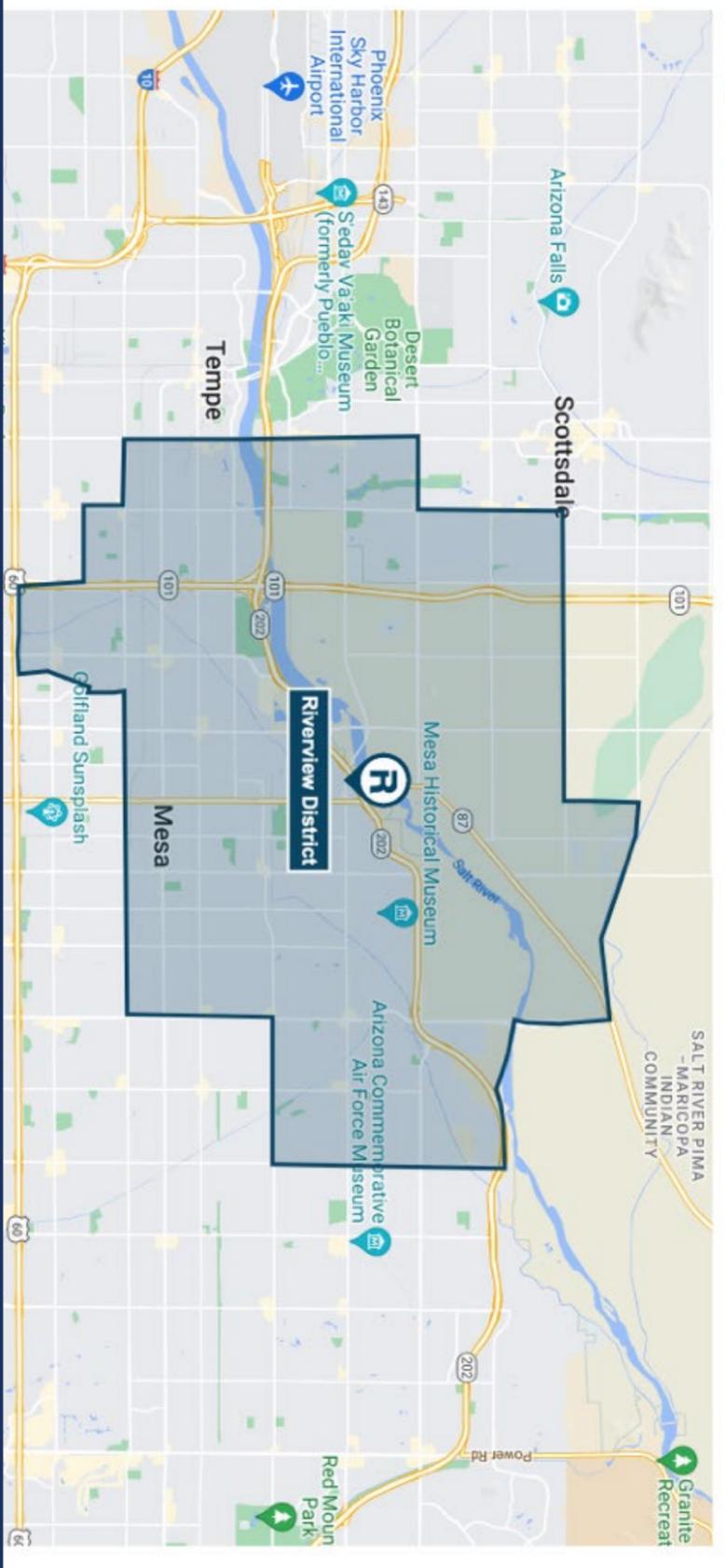
Task 1: Retail Analysis

Demographic & Growth
 Comparisons By Submarket

Population	
2020	199,964
2024	206,603
2029	211,290

Riverview District Retail Trade Area • Retail Market Profile

Mesa, Arizona



Description	2023 DEMAND	2028 DEMAND	GROWTH	CAGR (%)
Total retail trade including food and drinking places	\$1,977,913,742	\$2,324,620,732	\$346,706,990	3.28%

Electronics and appliance stores	\$32,395,141	\$37,957,661	\$5,562,520	3.22%
Building material and garden equipment and supplies dealers	\$119,519,829	\$147,449,563	\$27,929,734	4.29%
Food and beverage stores	\$302,536,754	\$355,698,836	\$53,162,082	3.29%
Health and personal care stores	\$50,968,977	\$62,242,432	\$11,273,456	4.08%

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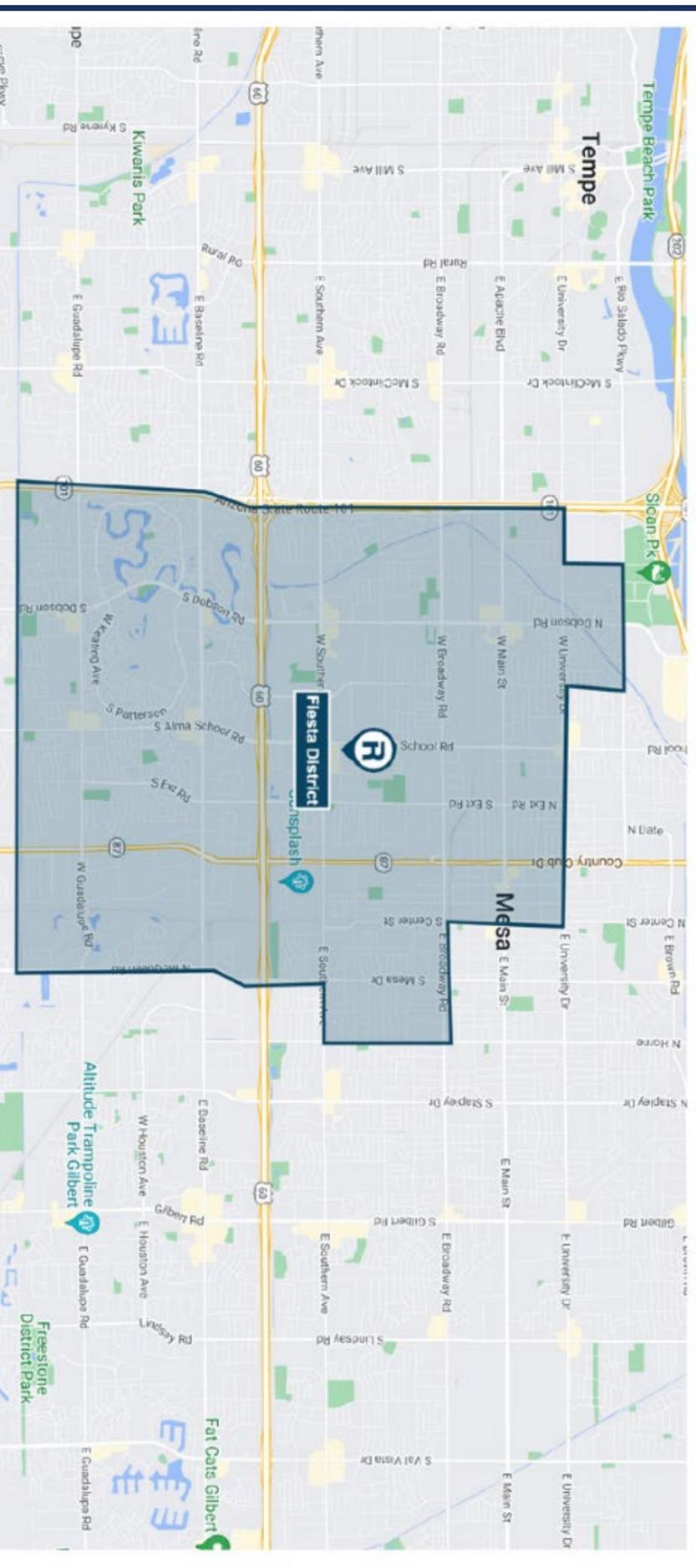
Task 1: Retail Analysis

Demographic & Growth
 Comparisons By Submarket

Population	
2020	113,485
2024	116,123
2029	117,552

Fiesta District Retail Trade Area • Retail Market Profile

Mesa, Arizona



Description	2023 DEMAND	2028 DEMAND	GROWTH	CAGR (%)
Total retail trade including food and drinking places	\$1,085,024,882	\$1,252,601,944	\$167,577,062	2.91%

Electronics and appliance stores	\$17,802,825	\$20,634,858	\$2,832,033	3.00%
Building material and garden equipment and supplies dealers	\$64,880,241	\$80,403,705	\$15,523,464	4.38%
Food and beverage stores	\$166,639,958	\$192,639,880	\$25,999,922	2.94%
Health and personal care stores	\$27,845,924	\$33,913,024	\$6,067,100	4.02%
Gasoline stations	\$99,895,439	\$121,990,348	\$22,094,909	4.08%

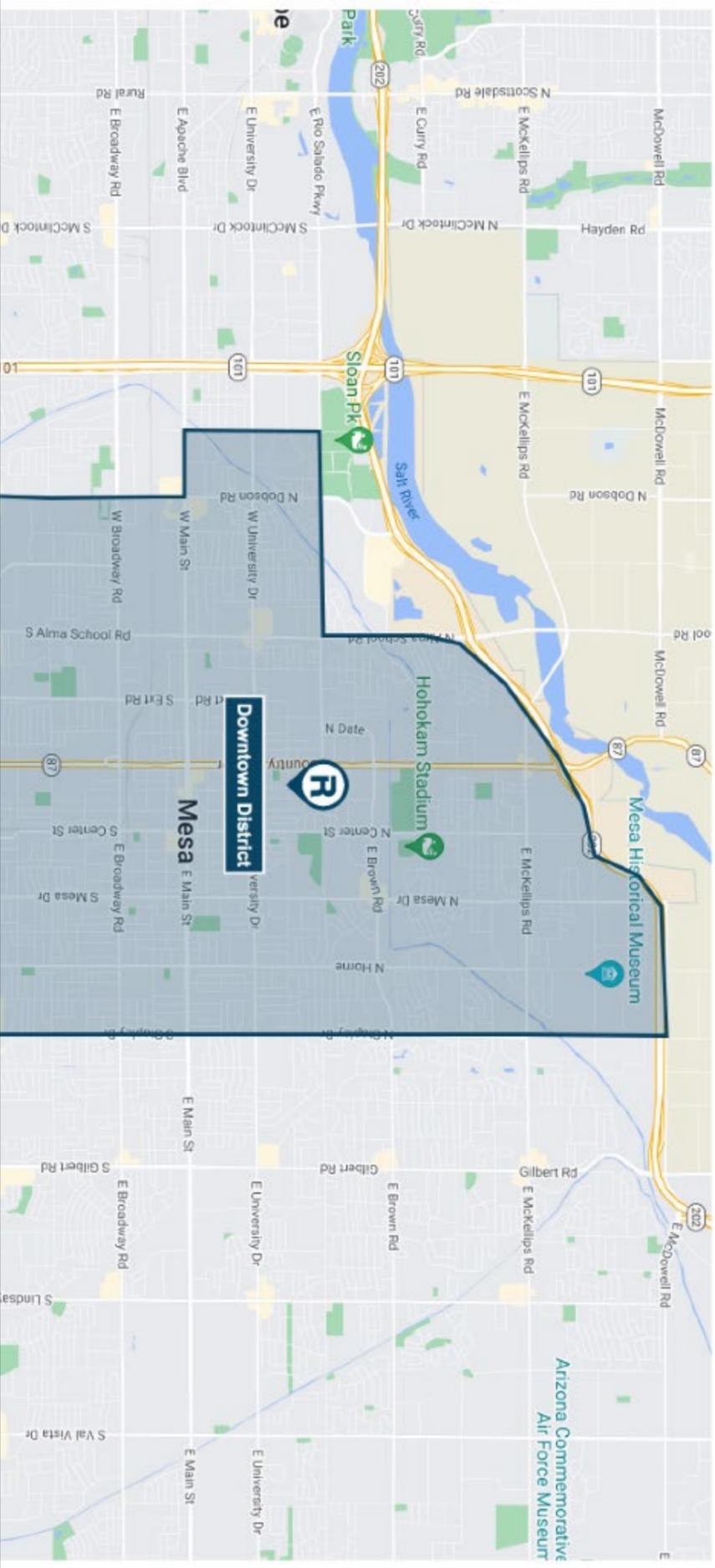


Task 1: Retail Analysis

Demographic & Growth
 Comparisons By Submarket

Population	
2020	115,673
2024	118,384
2029	119,899

Downtown District Retail Trade Area • Retail Market Profile Mesa, Arizona



Description	2023 DEMAND	2028 DEMAND	GROWTH	CAGR (%)
Total retail trade including food and drinking places	\$977,474,298	\$1,128,588,004	\$151,113,706	2.92%

Building material and garden equipment and supplies dealers	\$57,396,897	\$72,379,465	\$14,982,568	4.75%
Food services and drinking places	\$111,400,791	\$130,301,563	\$18,900,772	3.18%

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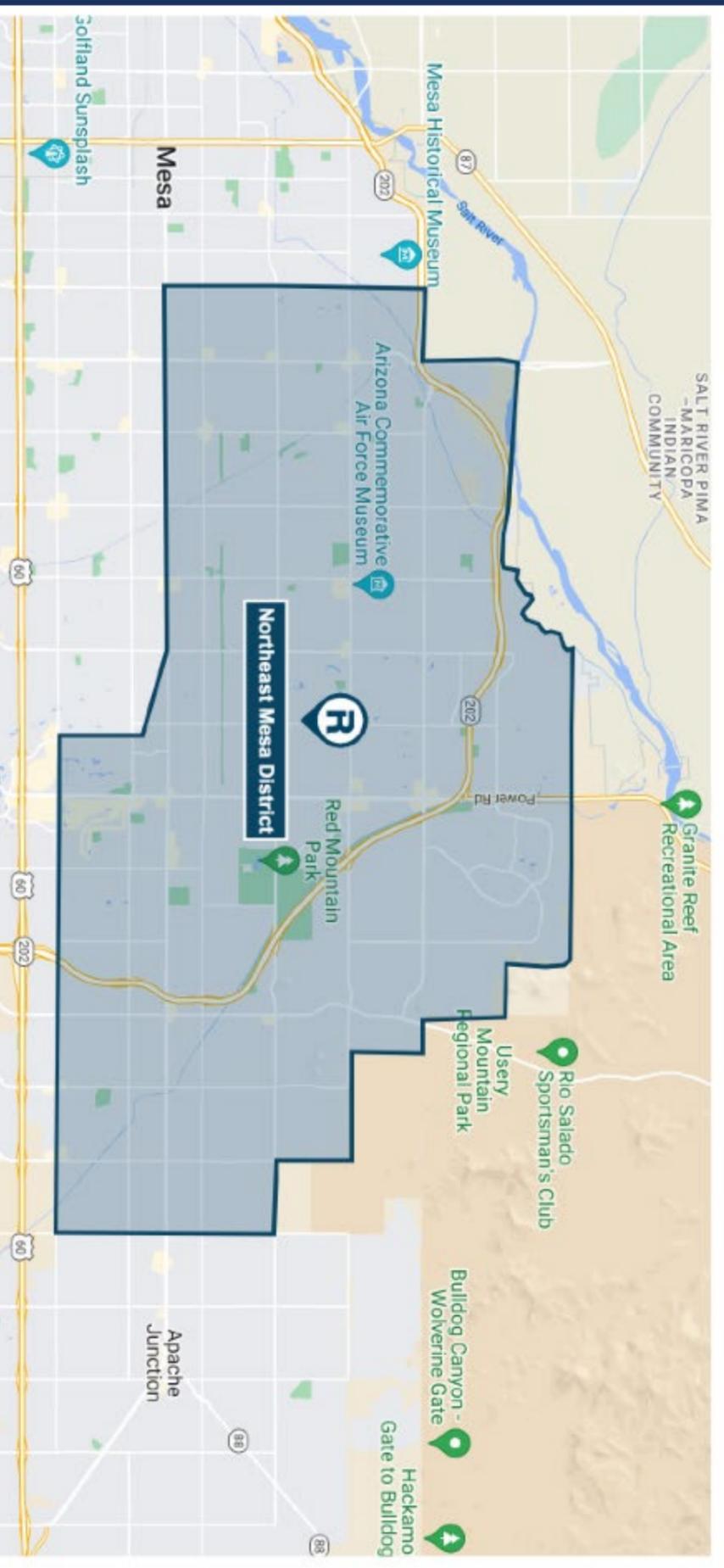
Task 1: Retail Analysis

Demographic & Growth
 Comparisons By Submarket

Population	
2020	209,704
2024	215,999
2029	220,149

Northest Mesa District Retail Trade Area • Retail Market Profile

Mesa, Arizona



Description	2023 DEMAND	2028 DEMAND	GROWTH	CAGR (%)
Total retail trade including food and drinking places	\$2,490,601,810	\$2,914,682,581	\$424,080,771	3.19%

Electronics and appliance stores	\$40,422,535	\$46,957,630	\$6,535,096	3.04%
Building material and garden equipment and supplies dealers	\$160,774,323	\$192,149,510	\$31,375,187	3.63%
Food and beverage stores	\$368,851,250	\$447,262,124	\$78,410,874	3.93%
Health and personal care stores	\$64,838,562	\$77,823,142	\$12,984,580	3.72%

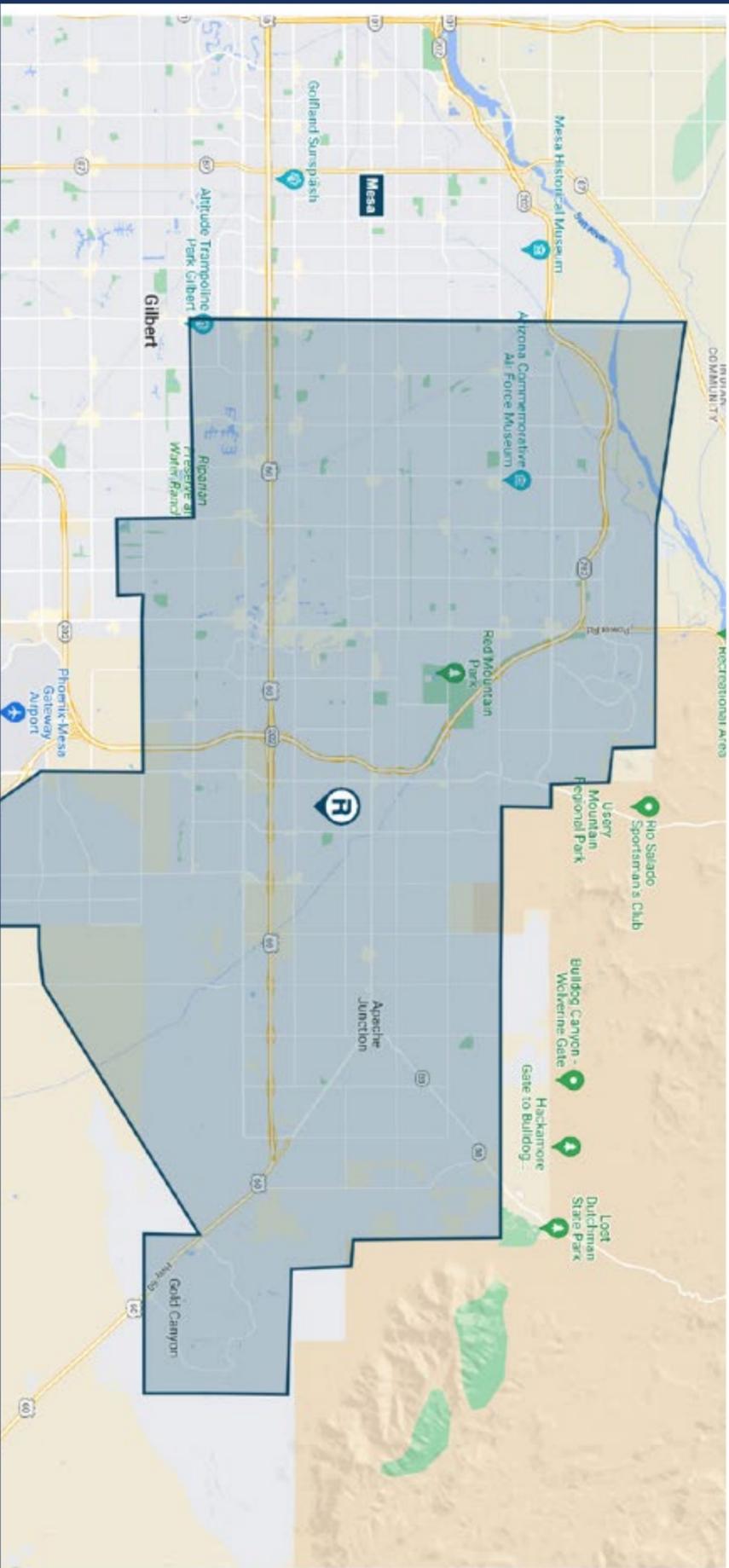
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Task 1: Retail Analysis

Demographic & Growth
 Comparisons By Submarket

Population	
2020	442,281
2024	465,066
2029	482,005

Superstition Springs District Retail Trade Area • Retail Market Profile Mesa, Arizona



Description	2023 DEMAND	2028 DEMAND	GROWTH	CAGR (%)
Total retail trade including food and drinking places	\$5,210,767,627	\$6,179,257,242	\$968,489,615	3.47%

Sporting goods, hobby, musical instrument, and book stores	\$110,664,229	\$126,880,980	\$16,216,751	2.77%
General merchandise stores	\$581,218,259	\$691,149,188	\$109,930,929	3.53%

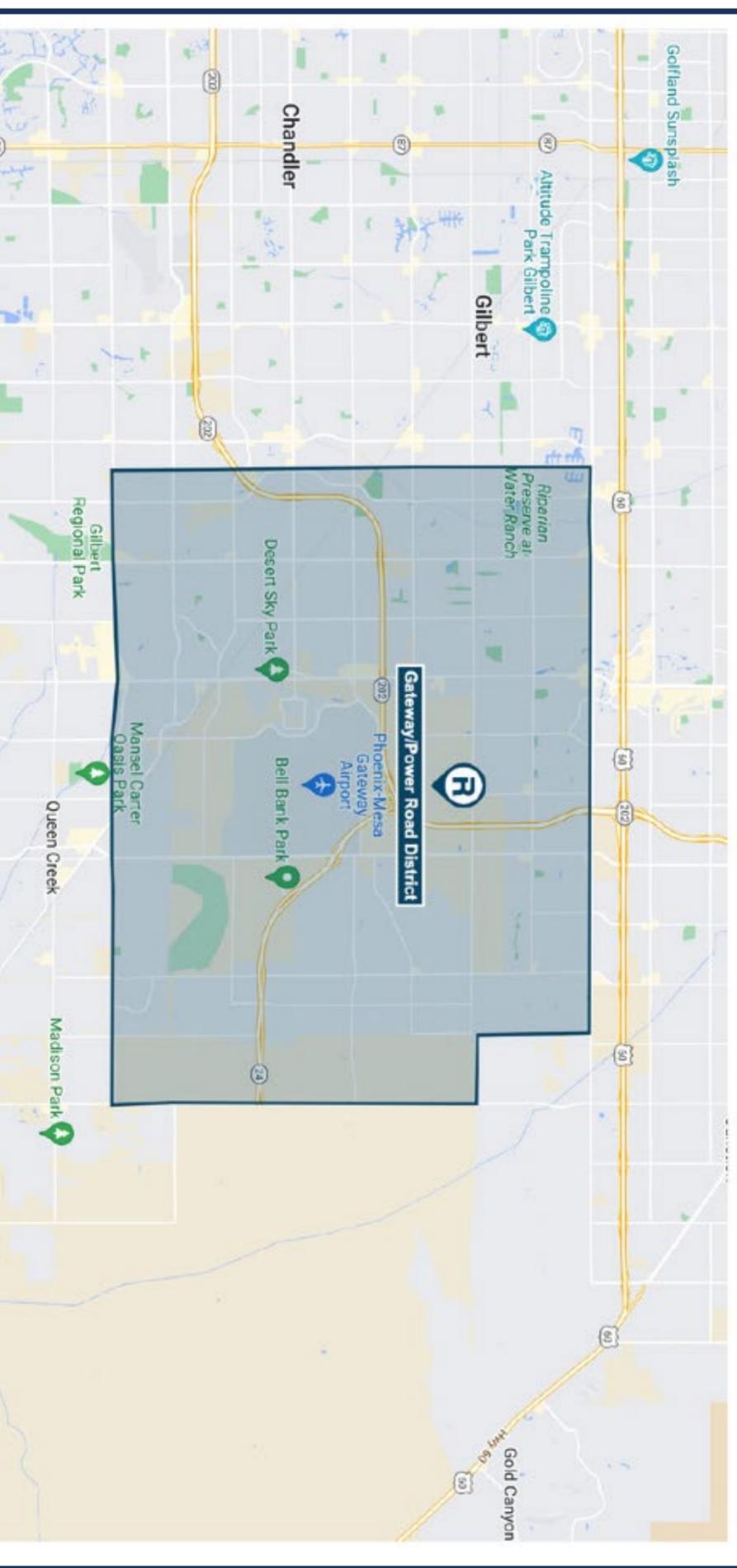
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Task 1: Retail Analysis

Demographic & Growth
 Comparisons By Submarket

Population	
2020	203,376
2024	222,068
2029	236,874

Gateway/Power Road District Retail Trade Area • Retail Market Profile Mesa, Arizona



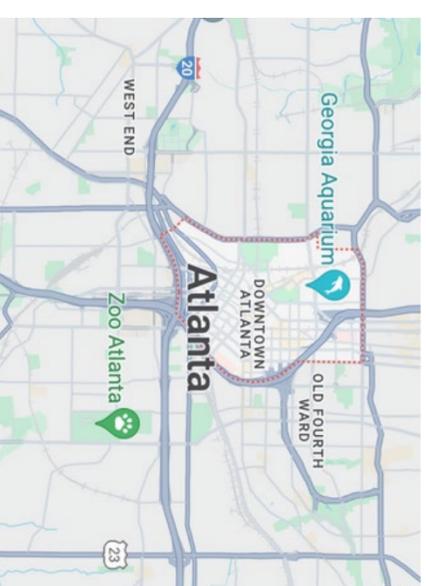
Description	2023 DEMAND	2028 DEMAND	GROWTH	CAGR (%)
Total retail trade including food and drinking places	\$2,346,481,451	\$2,997,032,774	\$650,551,323	5.02%

Food services and drinking places	\$256,474,035	\$331,189,872	\$74,715,836	5.25%
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TASK 1:

FINDINGS & RECOMMENDATIONS

- Become a Google Maps Partner to Define Certain Districts



Chinatown
New York, NY

Sunny · 38°F
10:30 AM

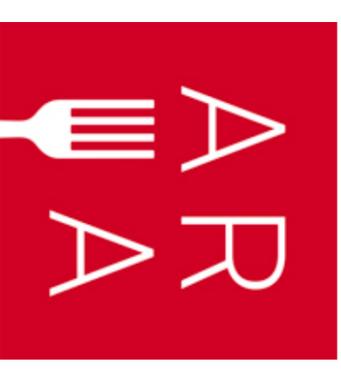
Quick facts

Vibrant Chinatown is a densely populated neighborhood that draws foodies and tourists to its many Chinese and Southeast Asian restaurants for dumplings, pork buns and hand-pulled noodles. The busy sidewalks are packed with souvenir stores, bubble tea shops, and markets selling everything from fresh and dried fish to herbs and spices. Locals hang out in leafy Columbus Park for Tai Chi, chess and mahjong.



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Task 2: Stakeholder Engagement



SUPERSTITION SPRINGS
CENTER

**NELSEN
PARTNERS**
ARCHITECTS & PLANNERS



TASK 2:

FINDINGS & RECOMMENDATIONS

- Cultivate relationships with the leasing contact for the major shopping centers in Mesa. For example, Dana Park has lost retailers due to mismanagement and could use signage & website directories. Encouragement from OED's office through coordination assists with filling existing & future retail centers.



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Task 3: Plan Development

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Presented by The Retail Coach

STRATEGIC PLAN

City of
Mesa, Arizona

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Task 3: Retail & Developer Identification

Brand	Contact Info	Category	Avg. Rating	Nearest Location	Avg Size(Sq Ft)	US Locations	State Locations	Brand Synergy Match Score
 Los Taquitos	 HQ  (20)	Retail Restaurants	★ 3.69 (2.39k)	9.93 mi	-	<input type="text" value="5"/>	<input type="text" value="5"/>	580
 Hawaiian Experience Spa	 HQ  (18)	Retail Health & Personal Care	★ 4.50 (607)	9.48 mi	-	<input type="text" value="3"/>	<input type="text" value="3"/>	578
 Coffee Rush	 HQ  (5)	Retail Restaurants	★ 3.74 (863)	3.99 mi	-	<input type="text" value="3"/>	<input type="text" value="3"/>	537
 Inner Vision Yoga	 HQ  (4)	Retail Entertainment Venues	★ 4.25 (67)	8.79 mi	-	<input type="text" value="3"/>	<input type="text" value="3"/>	501
 Carmine's Pizza Kitchen	 HQ  (16)	Retail Restaurants	★ 4.00 (940)	257.4 mi	-	<input type="text" value="4"/>	<input type="text" value="-"/>	517
 Sunburst Smoke Shop	 HQ  (7)	Retail Restaurants	★ 4.00 (6)	25.08 mi	-	<input type="text" value="3"/>	<input type="text" value="3"/>	498
 Green Valley Storage	 HQ  (48)	Retail Mailing & Delivery Servic	★ 4.27 (93)	255.52 mi	-	<input type="text" value="5"/>	<input type="text" value="-"/>	511
 Puff & Fluff Grooming and Pet	 HQ  (23)	Retail Pet Supply & Services	★ 4.29 (549)	11.73 mi	-	<input type="text" value="6"/>	<input type="text" value="6"/>	522
 Zesty Zeeeks	 HQ  (0)	Retail Restaurants	★ 4.00 (271)	7.26 mi	1.7k - 3k	<input type="text" value="5"/>	<input type="text" value="5"/>	511
 Purple Penguin Snowcone Sha	 HQ  (2)	Retail Restaurants	★ 4.37 (79)	253.62 mi	-	<input type="text" value="3"/>	<input type="text" value="-"/>	536
 Pet Planet	 HQ  (3)	Retail Pet Supply & Services	★ 4.43 (279)	6.38 mi	2k - 2.5k	<input type="text" value="15"/>	<input type="text" value="15"/>	531
 Smart Gym	 HQ  (6)	Retail Entertainment Venues	★ 3.00 (54)	28.82 mi	-	<input type="text" value="4"/>	<input type="text" value="1"/>	467
 Marieta's	 HQ  (23)	Retail Restaurants	★ 3.40 (794)	299.86 mi	-	<input type="text" value="3"/>	<input type="text" value="-"/>	486

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Task 3: Retail & Developer Identification

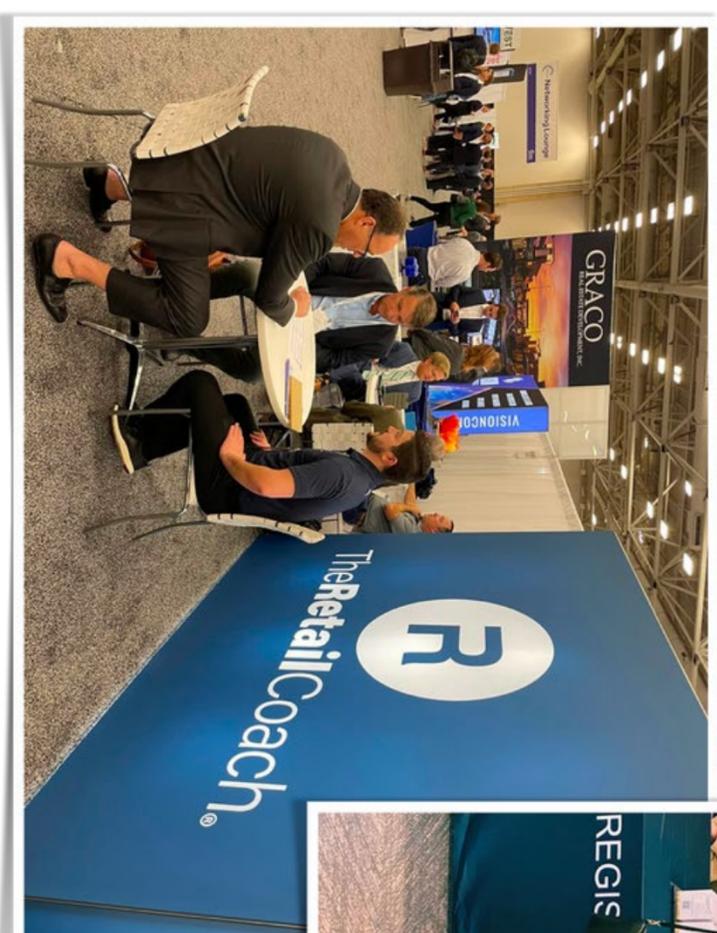
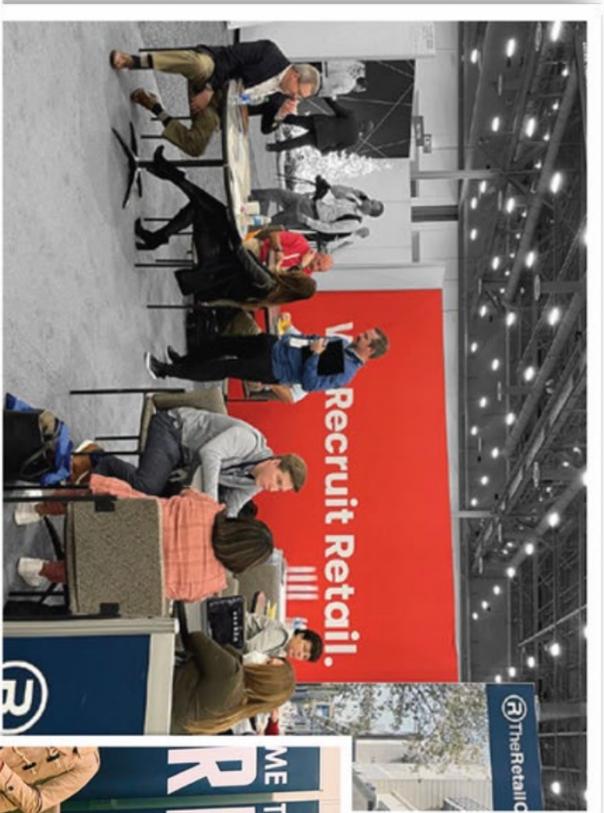


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Task 4: Marketing & Ongoing Outreach

ICSC
INNOVATING COMMERCE
SERVING COMMUNITIES

RETAIL LIVE!



Communities must be proactive in their recruitment efforts and trade shows provide excellent networking opportunities.

QUESTIONS?